ULI Rose Center presents

DC Capital Bikeshare: a success story
• Welcome

• ULI Rose Center
  – Who we are/what we do

• Webinar instructions

• Webinar
Mission:

“. . . to encourage and support excellence in land use decision making. By providing public officials with access to information, best practices, peer networks and other resources, the Rose Center seeks to foster creative, efficient, practical, and sustainable land use policies.”
How this webinar works:

- Webinar audio information:
  - Dial-in #: 866.404.3683
  - Conference code: 1496305939
- All callers are muted during the presentation
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- To ask a question-
  - During the presentation, type your question into the Question or Chat box, the moderator will review and present your questions to the panelists.
  - There will be time for questions at the end of the presentation.
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From Paris to Montreal to Beijing, bikesharing, or bike transit, has taken the world by storm. It provides a healthy, fun, and fast way to get where you're going.

Bikesharing is the new way to get around

Bikesharing in the Nation’s Capital
Urban Land Institute, March 2012
DC - Snapshot

- Population: 600,000 (Region: 4 million)
- Area: 70 square miles
- Median Household Income: $60,000
- Daytime population: 1,000,000
- 50% drive alone to work
- 35% of households do not own a car
Bicycling in DC: Snapshot

- 50 miles of trails
- 50+ miles of bike lanes
- ~3% bike to work rate
Bike to Work Rate by Census Block Group

Census 2000 Block Groups
Percent of Workers Commuting by Bicycle
- Less than 1.0%
- 1.0 to 1.9%
- 2.0 to 2.9%
- 3.0 to 3.9%
- 4.0 to 4.9%
- 5.0 to 8.7%

Citywide Average = 1.16%

Ward Boundary
History

- Interest in 2001
- Bus Shelter RFP 2004
- Smartbike 2008
- Capital Bikeshare 2010
What is Capital Bikeshare?

• A joint program between D.C. and Arlington County governments.
• 1200 bikes at 150 solar powered docking stations.
• Operated by Alta Bicycle Share.
• Launched on September 20\textsuperscript{th}, 2010.
• Bike Transit. Not the same as bike rental.
• Designed for point to point, relatively short trips.
• Complements other transport modes
• Designed specifically for bikesharing.
• Sturdy design for a utilitarian life outdoors.
• Simple, safe, easy to ride, and comfortable for a wide range of users.
The Station

- Consists of a kiosk, map frame, solar panel, and variable number of docks.
- Modular and can be picked up and moved by truck to a new location.
- Bikes can be accessed at a station by a member key or credit card.
Phase 1 of the D.C. portion of Capital Bikeshare was funded by $6,400,000 from Federal Highway Administration CMAQ fund.

Arlington portion of Capital Bikeshare is funded by $800,000 from combination of State, County and private sector funds in roughly equal thirds.

Subsequent funding for expansion has been with CMAQ funds for both DC and Arlington.
Program Costs (rough)

- 19 Dock Station – $55,000
- Per bike cost - $1200
- Annual O/M per station – $23,000 = $2.3 Million for 100 stations
  - includes website, call center, bike/station maintenance, redistribution
  - does not include marketing and maps
Things to Think About

- Business Model
- Procurement
- Station Locations
- Pricing
- Revenue sharing (among jurisdictions)
- Marketing
- Advertising
Business Models

1. Private Sector (Miami Beach, NYC)
2. Public (DC/Arlington, Boston)
3. Non-profit (Minneapolis, Denver)
Procurement

• Arlington did the RFP
• DDOT joined using the “COG rider”
• Negotiated separate contracts
• Launched simultaneously
Planning: Location Selection

• GIS Analysis
  • Population Density
  • Employment Density
  • Bike to Work Rate (Census)

• Other Criteria
  • Web Survey
  • Crowd Sourcing
  • Public Meeting
  • Common Sense
  • Approvals
  • Real Estate Development
  • Space!
<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
<th>Visitors/yr</th>
<th>Stations</th>
<th>Bikes</th>
<th>Population/bikes</th>
<th>Visitors/bikes</th>
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<td>150</td>
<td>1200</td>
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<td>12,500/1</td>
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<td>2000</td>
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<td>95/1</td>
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<td>Hangzhou</td>
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<td>?</td>
<td>2000</td>
<td>50,000</td>
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<td>25 million</td>
<td>61</td>
<td>600</td>
<td>980/1</td>
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</table>
Pricing

- $75/year
- $25/month
- $15/three days
- $7/day
- +usage fees
“Revenue Sharing”

- Annual member fees go to jurisdiction where member lives
- “Out of area” annual member fees are split according to number of docks
- Casual member fee and usage fees go to station of origin
marketing

- Limited paid media
- Lots of free media, buzz (Social media)
- Leveraged TDM marketing (goDCgo)
- Targeted to specific groups
- Newsletter
Advertising, Sponsorship

- In DC, we can do outdoor advertising (map panels)
- In Arlington, they can’t
- But ads on the bikes are OK in both jurisdictions
Keys to Regional Success

- Same vendor, rates
- Similar contracts
- Weekly meetings
- Same vision
- Written agreement ("MOA")
- Regional entity involved
• 17,000 annual members – fluctuates with renewals
• 95,000 casual members to date
• 1.6 million trips to date
• Since every trip is recorded electronically, we have a lot
• Dashboard provides easy access of data to the public
Number of rides per time of day

- 12:00: 9379
- 1:00: 2588
- 2:00: 58077
- 3:00: 31142
- 4:00: 28714
- 5:00: 28143
- 6:00: 43066
- 7:00: 42165
- 8:00: 77506
- 9:00: 15185
Ride Duration - Annual and Monthly Members

2%

98%

Average = 20 min

Hours
- 0 - 0.5
- 0.5 - 1
- 1 - 1.5
- 1.5 - 2
- 2 - 2.5
- 2.5 - 3
- 3+
Ride Duration - Casual Users

- 2% for 0 - 0.5 hours
- 5% for 0.5 - 1 hours
- 6% for 1 - 1.5 hours
- 1% for 1.5 - 2 hours
- 2% for 2 - 2.5 hours
- 2% for 2.5 - 3 hours
- 15% for 3+ hours

Average = 45 min

69% of riders fall into the 3+ hour category.
## Revenues and Expenses (O & M)

<table>
<thead>
<tr>
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<th>Year 1 (2011)</th>
<th>Year 2 (2012)</th>
<th>Year 3</th>
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<tbody>
<tr>
<td>Stations</td>
<td>100</td>
<td>130</td>
<td>?</td>
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<tr>
<td>Expenses</td>
<td>$1.8 million</td>
<td>$3.2 million</td>
<td>?</td>
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<tr>
<td>Revenues</td>
<td>$2.1 million</td>
<td>~$4 million</td>
<td>?</td>
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</table>

- Does not include admin or capital costs
- Assumes same revenues per station in 2012 as 2011
- Does not include advertising
DC Revenue/O and M Comparison

DC Revenue Total

DC O/M Fees
Who is using the system?

**Through July 2011**

- **Member Rides**: 79%
- **Casual Rides**: 21%

**August 2011**

- **Member Rides**: 54%
- **Casual Rides**: 44%

Capital Bikeshare

Hubway
Average Trip Length Comparison

**Through January 2012**

Capital Bikeshare

- **Member**: 13 min
- **Casual User**: 47 min

Hubway

- **Member**: 17 min
- **Casual User**: 48 min
Operation Considerations

- Rebalancing
- Bike/Dock Ratio
- Maintenance
- Maps – scale, updates
- Relocations, Special Events
- Call Center
- 24/7 operation?
First year: What went well

- Early education and promotion. Events, Facebook, website, media.
- Bike launch event.
- Early annual membership, ridership and sense of public ownership.
- Smooth operations from operator (Alta).
- Bikes and stations holding up well.
- Additional funding secured for expansion.
First year: Challenges

- Rebalancing operations, especially for common commute patterns. Uptown vs. Downtown. Manage expectation.
- Maps. Tough to keep up with fast changing system.
- Reaching beyond the early adopters to broaden the demographic of members.
Expansion in 2012

- Welcoming Alexandria, VA
- Looking forward to Montgomery County, MD
- Arlington Expanding
- DC Expanding
• 2.7% population growth since April 1, 2010 Census, faster than any other state.

• Much of DC’s new growth is mixed use development – better for bikesharing:
  ▶ more bi-directional travel
  ▶ more even use through the day
  ▶ less car ownership per household
Who are the newcomers?

Population Change by Age Group Since 2000

- Under 5: -5%
- 5 to 19: 0%
- 20 to 34: 25%
- 35 to 44: 10%
- 45 to 54: 0%
- 55 to 64: 30%
- 65+: 0%
What do these 20-34 year-olds want?

- Flexibility
- IT Enhanced Services
- Trails, Parks, Bikepaths
CaBi fits in a bigger trend...

- Point-to-Point Car Share
- Dedicated Bike Lanes
- Rebranding the Bus
It’s all about information
It’s all about information
What do baby boomers want?

- Healthy Lifestyles
- A Healthier Planet
- Five Minute Living!
Politics of Bikesharing